

## ABSTRACT OF THE DISCLOSURE

An advertisement posting scheme utilizes a comprehensive information viewing device capable of displaying multiple Web pages on a display screen by enlarging or contracting each Web page at arbitrary magnification rate smoothly, rotating each Web page at arbitrary angle smoothly, arbitrarily varying and controlling transparency level of a plurality of Web pages that are arranged in superposition such that any overlapped hidden portion can be made visible, and three-dimensionally arranging the multiple Web pages such that the multiple Web pages can be viewed from arbitrary angle, for the purpose of displaying advertisements on the display screen at arbitrary positions, angles, sizes and transparency levels, in relation to the multiple Web pages.

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